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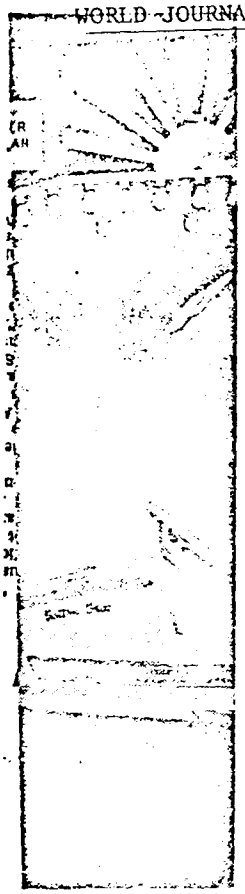

Associated Press Wirephoto

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Ball'

"Dad gives me 10 pounds (about $28) a week spending money, and puts the rest in the bank," she says.

WORDS OF ADVICE

If any aspiring young models want Twiggy's advice, it is: Don't bother with training; it's a waste of money. Twiggy left school at 15 to go under De Villeneuve's wing.

She believes her skyrocket path to success was due to the fact that people were ready for a new look, "plus my ordinary home background. The ordinary teenagers can associate with me. It might have been them.

How Does Your Cigarette Rate?

By EDWARD EDELSON
World Journal Tribune Science Writer

Cigarette smokers who fear for their health can help themselves by switching to brands with less tar and nicotine, a cancer researcher said today.

The scientist, Dr. George E. Moore of the Roswell Park Memorial Institute, a state research facility, today published the tar and nicotine ratings of 56 brands of cigarettes. The cigarette at the bottom of the list had five times more tar—solid matter—and eight times more nicotine in its smoke than the cigarette at the top of the list.

The report was in Cancer, the magazine of the American Cancer Society. In the report, Moore said:

"The present study indicates that there is an ample range of choice, even among cigarettes of the same type, to permit most smokers to shift to brands with lower yields of tar and nicotine.

"Unfortunately, there is evidence that cigarette of very high tar and nicotine outputs also are being produced."

A switch to cigarettes with less tar and nicotine would bring "appreciable public health gains," Moore said.

The 10 cigarettes with the least tar and nicotine, according to a table accompanying the article, were—in order of increasing content — Marvel, Cascade, Carlton, King Sano, Duke, Life, True, Kent, Montclair and Spring. All are king-sized filter cigarettes.

At the bottom of the list, in order of decreasing tar and nicotine content, are Raleigh, Pall Mall filters, Tareyton, Holiday, Benson & Hedges 100, Brandon, Philip Morris king-sized, Fatima, Kool and Masterpiece. In addition to the Pall Malls, Benson & Hedges 100 and Masterpiece have filters.

A spokesman for the Tobacco Institute, an industry group, said there could be no comment until the article was available. He referred a reporter to a statement made last October which said in part:

"We know of no valid scientific evidence demonstrating that either 'tar' or nicotine is responsible for any human illness."

In the report, Moore said, "The biological significance of differences in the tar content of cigarette smoke has been demonstrated repeatedly. The relationship," he said "exists not only for death in general, but also for death from specific causes, such as heart disease and lung cancer."

Moore also noted that the effect of charcoal filters was not measured by the test. Charcoal removes little tar and nicotine from smoke. But it does remove some gases that, recent studies indicate, appear to be harmful. The Roswell Park measuring devices were not designed to collect gases.

As he did in last August's article, Moore noted that there is a wide variation in the amount of tar and nicotine that different filters allow to pass through. A smoker who switches from a medium-tar filter cigarette to one of the high-tar-content filters, he said, can double his exposure to tar and nicotine.

"The smoker may be unaware of his greatly increased health hazard since he may suppose that he is being protected by the filter," Moore said.

Experience with one brand of cigarette in the survey, Moore said, shows the need for constant monitoring. The brand, Carlton, was bought in three differently designed packages.

Cigarettes in the oldest packages had the lowest tar and nicotine content. The second oldest cigarettes had more tar and nicotine, and there was a further increase in the most recently made cigarettes. Since these changes may not be detectable immediately, Moore said, any test system must take them into account.

Brand	Type*	Tar (mg)	Nicotine (mg)	Brand	Type*	Tar (mg)	Nicotine (mg)
Marvel	KF	8.3	0.32	Chesterfield	R	27.0	1.18
Cascade	KMF	9.1	0.34	Lucky Strike	R	27.1	1.42
Carlton	KF	9.7	0.74	Oasis	KMF	27.1	1.38
King Sano	KFD	12.0	0.39	Lucky Strike	KF	27.3	1.42
Duke	KF	12.3	0.46	Chesterfield	KF	27.6	1.72
Life	KF	13.6	0.97	Raleigh	KF	27.8	1.98
True	KF	15.8	0.80	Philip Morris	R	28.8	1.37
Kent	KF	18.8	1.10	Belair	KMF	29.7	2.11
Montclair	KMF	21.1	1.15	Old Gold	R	29.7	1.63
Spring	KMF	21.7	1.16	du Maurier	KF	30.0	1.96
Galaxy	KF	22.1	1.43	Players	R	31.0	1.67
Marlboro	KF	22.4	1.24	Camels	R	31.3	1.69
Winston	KF	22.9	1.32	Camels	KF	32.4	1.77
Old Gold	KF	23.0	1.32	York	K	32.4	1.69
Waterford	KF	23.0	1.40	Pall Mall	K	33.0	1.75
Lark	KF	23.1	1.26	Half & Half	KF	33.6	1.99
Philip Morris	KF	23.2	1.46	Domino	K	34.1	1.48
Newport	KMF	23.3	1.34	Old Gold	K	34.8	1.89
Viceroy	KF	23.4	1.68	Masterpiece	KF	35.9	2.22
Salem							

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Source: https://www.industrydocuments.ucsf.edu/docs/pnmk0000